

Dr. Tracy Lu
University of Kentucky
Department of Retailing and Tourism Management
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Education

PHD, Purdue University, 2011.
Major: Hospitality Administration/Management, General

MSc, Hong Kong Polytechnic, 2004.
Major: Hospitality Administration/Management, General

BS, Beijing International Studies University, 2003.
Major: Marketing, Other

Awards and Honors

Engagement

Nominee, UK Global Impact Awards, University of Kentucky, I was nominated for this award for my service to the local community during the pandemic. (March 2020).

Other

Co-Chair, UK Asian and Asian American Affinity Group, The Mission of the AAA EAG@UK is to be a strategic partner with The University of Kentucky to promote a culture of diversity, equity, inclusion, belonging, engagement and expansion through connection, professional development and continuous learning. The AAA EAG@UK will advance the understanding and inclusion of employees with a common background, set of interests and/or goals. (July 1, 2023 - Present).

Nominee, College's DEI&A Award, The Martin-Gatton College of Agriculture, Food & Environment recognizes the role of diversity, equity, inclusion & accessibility as being essential to the growth, structure, and continued success of the organization. The awards are given to those individuals who best demonstrate a commitment to DEI & A. (October 2023).

Scholarship/Research/Creative

Best Paper Award, Received the Best Paper Award at the 40th Annual Conference of ISTTE (International Society of Travel & Tourism Educators) in 2021. (October 4, 2021 - October 6, 2021).

Best Paper Award, Received the Best Paper Award at World Convention on Hospitality, Tourism & Events Research (WHTER) & International Convention and Expo Summit (ICES) in 2013. (May 24, 2013 - May 28, 2013).

Best Paper Award, Received the Best Paper Award at International Convention and Expo Summit 2012. (May 22, 2012 - May 24, 2012).

Service, Community

Committee member, University Joint Committee on Honorary Degrees (UJCHD), University of Kentucky, This committee is the UK body responsible for vetting and approving nominations for honorary degrees.

Membership of the committee is comprised of the Dean of the Graduate School, four faculty members nominated by the Senate Council, two faculty members nominated by the President and a handful of ex officio members, including Senate Council chair, the Provost, and a member of UK's Board of Trustees. (July 2022 - Present).

Service, Professional

Regional Editor, Event Management, Managing paper submissions for the journal esp. for the submissions from Asia. (July 2022 - Present).

Editorial Board Member, International Journal of Qualitative Research in Services, Review articles for the journal as a board member. (August 2013 - Present).

Editor-in-Chief, International Journal of Hospitality and Event Management, Manage the review process of the submitted articles to the journal; communicate with authors and the publisher; update the editorial board and reviewers information, etc. (April 2012 - Present).

Editorial Board Member, International Journal of Tourism Anthropology, Review papers for the journal as a board member. (January 2012 - Present).

TEACHING

Teaching Experience

University of Kentucky

DHN 768, RES CRED MASTERS DEGREE, 2 courses.
EXP 396, EXPERIENTIAL EDUCATION:SOCIAL WORK, 2 courses.
HMT 120, INTR TO HOSPITALITY MGMT & TOURISM, 13 courses.
HMT 330, MEETINGS AND CONVENTION MANAGEMENT, 1 course.
HMT 359, HMT TOPS: SERVICE MANAGEMENT, 3 courses.
HMT 370, EVENT PLANNING AND COORDINATION, 1 course.
HMT 395, HOSPITALITY & TOURISM INDEPENDENT STUDY, 2 courses.
HMT 460, ADV SEM IN LODGING AND TOURISM, 1 course.
HMT 560, ADV SEM IN LODGING AND TOURISM, 9 courses.
HMT 570, EVENT PLANNING AND COORDINATION, 17 courses.
HMT 580, TRENDS ANALYSIS THE HOSPITALITY INDUSTRY, 1 course.
HMT 588, STRATEGIC MGMT IN THE HOSP & FD SERV IND, 1 course.
HMT 785, IND. ST. IN HOSPITALITY MGT AND TOURISM, 5 courses.
HON 398, SENIOR HONORS CAPSTONE, 1 course.
NFS 646, ADV INFO TECH IN HOSPITALITY INDUSTRY, 1 course.
RTM 345, SERVICE MANAGEMENT, 18 courses.
RTM 499, HOSPITALITY AND TOURISM INTERNSHIP, 1 course.
RTM 600, RES METH HUM ENV SCI, 1 course.
RTM 650, SURVEY OF CURRENT THEORIES & LITERATURE, 1 course.
RTM 748, MASTER'S THESIS RESEARCH, 1 course.
RTM 768, RESIDENCE CREDIT FOR THE MASTER'S DEGREE, 6 courses.
RTM 772, SEMINAR IN RETAILING AND TOURISM MGT, 1 course.

Directed Student Learning

Co-advising students' industry experience presentation and report., (December 2022).

Advised: Hannah Pollard, RTM

Co-advising students' industry experience presentation and report., (December 2022).
Advised: Jade Greer, RTM

Co-advising students' industry experience presentation and report., (December 2022).
Advised: Reagan Meade, RTM

Co-advising students' industry experience presentation and report., (August 2022).
Advised: Laura Ashlock, RTM

Co-advising students' industry experience presentation and report., (May 2022).
Advised: Miracle Leisner-Herr, RTM

Co-advising students' industry experience presentation and report., (May 2022).
Advised: Samantha Seitz, RTM

Co-advising students' industry experience presentation and report., (December 2021).
Advised: Dara Danziger, RTM

Co-advising students' industry experience presentation and report., (December 2021).
Advised: Emily Klemm, RTM

Co-advising students' industry experience presentation and report., (December 2021).
Advised: Genevieve Hughes, RTM

Co-advising students' industry experience presentation and report., (August 2021).
Advised: Joanna Wren, RTM

Co-advising students' industry experience presentation and report., (August 2021).
Advised: Richard Corley, RTM

Co-advising students' industry experience presentation and report., (February 2020).
Advised: Michael Danahy, RTM

Academic Advising

50 Summer 2022-2023, 7 undergraduate students advised.

10 Fall 2022-2023, 18 undergraduate students advised.

50 Summer 2021-2022, 8 undergraduate students advised.

30 Spring 2021-2022, 11 undergraduate students advised.

10 Fall 2021-2022, 13 undergraduate students advised.

30 Spring 2020-2021, 10 undergraduate students advised.

Theses and Dissertations

Dissertation Committee Member

Melike Yozgatli, College of Education, "INCLUSIVE PRACTICES IN TEACHER EDUCATION PROGRAMS." (August 2022).

Master's Thesis Committee Chair

Jijun "Jackie" Chen, RTM, "Profiling social media tourists," Status: Proposal. (August 2019, May 2021).

Afua Offeibea "Maame" Adu, Master of Science in Hospitality Management and Tourism, "A Further Investigation on the Important Attributes for Hosting a Successful Event: Combined Perspectives of Venue Managers and Event Planners," Status: Degree Awarded. (August 2016, May 2018).

Master's Thesis Committee Co-Chair

Howard "Brodie" Clark, RTM, "The Influence of Space on Customer Dining Experience: The Case of Fast-food Restaurants," Status: Degree Awarded. (August 2015, May 2017).

Master's Thesis Committee Member

Ho-Young Lee, Master of Science in Hospitality Management and Tourism, "Examining the influence of impeding factors on tourist non-purchase intention of peer-to-peer accommodation," Status: Degree Awarded, Expected Completion Date: May 2018. (January 2017, May 2018).

RESEARCH

Published Intellectual Contributions

Journal Article

Lu, Y., Wei, W., Wu, L., Swanson, J. R., Getz, D. (2022). The Role of Meeting Size in Attendees' Psychological Response and Consequence Behavior: A Social Anxiety Approach. *Event Management [Impact Factor: 1.29]*, 26(7), 1623-1635.
<https://doi.org/10.3727/152599522X16419948694784>

Zhou, L., Lu, Y., Yu, H., Lu, L., Wu, D., Zhao, J. (2023). Investigating the impact of large-scale exhibitions on hotel room rates from a spatial-temporal perspective: a case of the Canton Fair in China. *Journal of Hospitality and Tourism Technology*, 14(3), 347-364.
https://api.elsevier.com/content/abstract/scopus_id/85149414084

Chen, J., de Groote, J., Petrick, J. F., Lu, Y., Nijkamp, P. (2020). (2020). Travelers' willingness to pay and perceived value of time in ride-sharing: an experiment on China. *Current Issues in Tourism [Impact Factor: 4.147]*, 23(23), 2972-2985.
https://api.elsevier.com/content/abstract/scopus_id/85087159785

Tang, T. W., Zhang, P., Lu, Y., Wang, T. C., Tsai, C. L. (2020). The effect of tourism core competence on entrepreneurial orientation and service innovation performance in tourism small and medium enterprises. *Asia Pacific Journal of Tourism Research [Impact Factor: 2.02]*, 25(2), 89-100.

Meng, M., Cai, L., Day, J., Tang, C.H., Lu, Y. (2019). Effects of nostalgia on subjective well-being – Evidence from rural China. *Journal of Heritage Tourism*, 14(5/6), 506-524.

Lu, Y., Chen, Z., Law, R. (June 2017). (2018). Mapping the progress of social media research in hospitality and tourism management from 2004 to 2014. *Journal of Travel and Tourism Marketing*, 35(2), 102-118.

- Lu, Y. (April 2016). (2017). A model of expectancy motivation for business event tourism: Evidence from China. *Event Management*, 21(4), 481-486.
- Li, J., Lu, Y. (January 2017). (2017). A review on international publications on Chinese culture and Chinese tourist behavior. *Tourism Tribune*, 32(9), 70-79.
- Li, M., Lu, Y. (2016). Greenway as a project for happiness: Evidence from China. *Journal of Tourism Management and Hospitality*, 5(1), 1-5.
- Wei, W., Lu, Y., Hua, N. (August 2016). (2017). Attendees' user experience of social media technology during multiphase participation in conventions: A consumption values approach. *Event Management*, 21(3), 347-364.
- Lu, Y. (August 2016). (2017). The concept of loyalty in hospitality and tourism: Theoretical development, practice and future research directions. *To appear in International Journal of Qualitative Research in Service*, 2(4), 308-324.
- Wei, W., Lu, Y., Miao, L., Cai, L., Wang, C.-Y. (August 2016). (2017). Customer-Customer interactions (CCIs) at conferences: An identity approach. *Tourism Management*, 59(20), 154-170.
- Li, J., Lu, Y. (February 2016). (2016). Chinese culture in tourist research: A review and comparison of Chinese and English studies in 1993-2012. *Tourism Review*, 71(2).
- Choi, S., Lu, Y. (2015). Determination as a dimension of conative loyalty. *Annals of Tourism Research*, 51(3), 51-53.
- Cai, L., Wei, W., Lu, Y., Day, J. (2015). College students' decision-making for study abroad – Anecdotes from a U.S. hospitality and tourism internship program in China. *Journal of Travel and Tourism Teaching*, 15(1), 1-26.
- Yoo, J., Zhou, Y. ", Lu, Y. (2014). The moderating effects of resident characteristics on perceived gaming impacts and gaming industry support: The case of Macao. *Journal of Travel and Tourism Marketing*, 31(2), 229-250.
- Jiang, J., Wu, X., Lu, Y. (2014). Towards a better understanding of the relationships between tourism involvement and place attachment: Evidence from rural tourism destinations in China. *International Journal of Tourism Anthropology*, 3(3), 245-260.

Book Review

- Lu, Y. (2015). *A Landscape of Travel: The Work of Tourism in Rural Ethnic China* (3rd ed., vol. 26, pp. 472-473). The Australian Journal of Anthropology.

Conference Proceeding

- Chen, J., Lu, Y. (October 2022). *The Role of Festivals in Rural Community Development: A Literary Synthesis*. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism.
- Chen, j., Lu, Y. (2021). (2021). *Attitude Change towards Virtual Event Websites: Comparing Customer Reviews before and during the COVID-19 Pandemic*. The 40th Annual Conference of ISTTE [Best Paper Award].

- Tang, T.W., Lu, Y., Tsai, T.C., Wang, T.C. (2019). (2019). *Exploring the Visual Clues of the Tourist Hotel's Wellness Service Image*. The 5th World Research Summit for Tourism and Hospitality.
- Chen, Z. ", Lu, Y. (2018). *Influence of online reviews on different UGC platforms on customer perceived value and loyalty*. The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism.
- Clark, H. "., Lu, Y. (2017). *Effects of Table Spacing on Consumers' Dining Experience in a Fast-Casual Restaurant*. The 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism.
- Clark, H., Lu, Y. (2017). *Effects of Table Spacing on Consumers' Dining Experience in a Fast-Casual Restaurant*. The 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism.
- Choi, S., Lu, Y., Cai, L. A. (2015). *Dynamism of attitudinal and behavioral outcomes by variety-seeking traits: A case of Chinese tourists*. The 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit.
- Chen, Z. "., Lu, Y. (2015). *Customer loyalty in hospitality and tourism research: Theory, practice, and future directions*. EIRASS 2015: European Institute of Retailing and Services Studies 22nd International Conference.
- Choi, S., Lu, Y., Cai, L. A. (2015). *Tourist loyalty: A reexamination of scope and dimensions*. The 2015 ICHRIE Annual Conference.
- Choi, S., Lu, Y., Cai, L. A. (2015). *A Closer look at conative tourist loyalty: An exploratory examination of contextual variation*. Tourism Travel and Research Association (TTRA) Conference.
- Chen, Z. "., Lu, Y. (2014). *Social media research in hospitality and tourism management: A review and research agenda*. The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism.
- Li, J. "., Lu, Y. (2013). *Chinese culture in tourist research: A review, critique, and future research directions*. The 2013 Annual Conference of International Society of Travel and Tourism Educators (ISTTE).
- Quinteros, D., Lu, Y. (2013). *Loyalty towards online travel agents: Antecedents of e-loyalty*. The 2013 ICHRIE Annual Conference.
- Wei, W., Lu, Y., Cai, L. A. (2013). *Conventions going paperless: the power of social media technology – Anecdotes from convention attendees*. Asia-Pacific CHRIE conference 2013.
- Han, J., Lu, Y. (2013). *Cultural differences in the use of online travel agents*. The China Tourism & China Hotel-Branding Forum 2013.
- Lu, Y., Adler, H., Cai, L. A., Day, J. (2012). *Motivation of Chinese attendees for convention and exhibition tourism: Interdisciplinary perspectives*. International Convention and Expo Summit 2012.
- Zhang, L., Lu, Y. (2011). *MICE (Meetings, Incentives, Conventions, and Exhibitions) industry clusters using location quotient estimation: A case of Guangzhou, China*. The 8th International Conference on Innovation and Management (ICIM).

Lu, Y., Zhou, Y. ., Cai, L. A. (2011). *Impacts of the gaming industry development in Macau: Perspectives from local residents*. The 7th China Tourism Forum.

Conference Proceeding, Abstract

Chen, J., Zhang, P., Lu, Y. (October 2020). (2021). *Co-created values of Human Robot Interaction in mega event and the mediating role of front-line employees*. The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism.

Conference Proceeding, Full Paper

Lu, X., Lu, Y. (2018). *A Review of Host-Guest Research in Peer-to-Peer (P2P) Accommodation*. The 37th Annual Conference of ISTTE.

Meng, M., Cai, L., Lu, Y. (2018). *"Reincarnation" and "Fortress Besieged": Impacts of Traditional Chinese Philosophical Values on Modern Chinese Rural-urban Migrants at Rural Destinations..*

Shi, J., Lu, Y., Cai, L. (2018). *Revitalizing China's Countryside through Shared Rural Tourism*. Asia-Pacific CHRIE conference 2018.

Lu, Y., Wei, W., Wu, L., Swanson, J., Getz, D. (2017). (2017). *Is Higher Attendance, the Better?—Examining the Impacts of Conference Size on Attendees' Psychological Responses and Consequence Behavior*. The 4th International Conference on Events (ICE).

Meng, Z., Cai, L., Lu, Y. (2017). (2017). *Nostalgia and authenticity — Subjective well-being of Chinese rural-urban migrants*. International Society of Travel & Tourism Educators (ISTTE).

Wei, W., Lu, Y., Miao, L., Cai, L., Wang, C.-Y. (2016). *The Impacts of Attendee Interactions at Conferences: An Identity Approach*. The 2nd Global Tourism & Hospitality Conference.

Contracts, Grants and Sponsored Research

Closed

Lu, Ying (Principal), "The Heartland of the United States as Destinations for the Inbound Market from China," Sponsored by Purdue University, Total Funding \$10,000.00, Total Projected Funding \$10,000.00. (September 1, 2013 - July 31, 2017).

Research (Non-OSPA)

Closed

Tanaka, K. (Co-Principal), Boyd, D. A. (Co-Principal), Lu, Y. (Co-Principal), Wu, D. (Co-Principal), Maske, H. X. (Co-Principal), Takenaka, A. (Co-Principal), Kwon, D. L. (Co-Principal), Wang, R. (Co-Principal), Matias, C. (Co-Principal), Yam, S.-y. (Co-Principal), Sizemore, M. R. (Co-Principal), Basu, S. (Co-Principal), Wang, Y. (Co-Principal), "Stories of Asian Americans and Pacific Islanders in Kentucky", Sustainability Challenge Grant, University, \$22,670.00, start: July 2021, end: June 2022).

Lu, Y. (Principal), "HMT570 - Service Learning Projects", The Charles E. Barnhart Fund for Excellence, College, \$900.00, start: July 1, 2018, end: June 30, 2019).

Lu, Y. (Principal), ""What's Next, Kentucky?" Conversation Event Project for HMT570 - Event Planning & Coordination 2017", Kentucky Campus Compact, Foundation, \$2,000.00, start:

September 2017, end: December 2017).

Lu, Y. (Principal), "The Role of Meeting Size on Attendees' Psychological and Consequence Behavior: A Social Anxiety Approach", Research Activity Award, College, \$2,100.00, start: 2016, end: 2017).

Lu, Y., "THE INFLUENCE OF SOCIAL MEDIA ON ATTENDEE BEHAVIOR", National Institute of Food and Agriculture, Federal, start: October 1, 2012, end: September 30, 2017).

Lu, Y. (Principal), "Distance Learning Course Grant", UK Analytics & Technology, University, \$6,000.00, start: 2016, end: 2016).

Lu, Y. (Principal), "Distance Learning Course Grant", UK Analytics & Technology, University, \$3,000.00, start: 2015, end: 2015).

Lu, Y. (Principal), "A Sponsored Internship and Study Abroad Program in China", Education Abroad UK Sponsored Program Development Grant, University, \$1,500.00, start: 2013, end: 2014).

Lu, Y. (Grad/Prof Student), "Social Media Research in Hospitality and Tourism Management: A Review and Research Agenda", Graduate Student Travel Fund, University, \$400.00, start: 2013, end: 2014).

Lu, Y. (Grad/Prof Student), "Cultural Differences in the Use of Online Travel Agents", Graduate Student Travel Fund, University, \$800.00, start: 2013, end: 2013).

Lu, Y. (Principal), "Innovation and Design (I+D) Lab Project", The Center for the Enhancement of Learning and Teaching (CELT), University, \$1,000.00, start: 2013, end: 2013).

Lu, Y. (Co-Principal), "Developing a Merging Class for MAT and HMT Majors - Service Management", Teaching Incentive & Improvement Fund (TIIF), College, \$5,850.00, start: 2012, end: 2013).

Not Funded

Shi, Y. (Principal), Lu, Y. (Co-Investigator), Xu, X. (Co-Investigator), Yang, P. (Co-Investigator), Yu, S. (Co-Investigator), Yao, Q. (Co-Investigator), Wang, Y. (Co-Investigator), Xu, J. (Co-Investigator), "Disaster Risk Assessment based on Scenario Simulation and Resilience Improvement of Tourism Destination", National Natural Science Foundation of China, Other Government, \$99,514.21).

Yang, Y. (Principal), Lu, Y. (Co-Investigator), "Exploring the Mechanism and Strategy for the Growth of Cultural Tourism Consumption along the Railways between China and Laos", National Social Sciences Fund of China, Other Government, \$28,744.72).

Lu, Y. (Principal), Wang, R. (Co-Principal), Jung, Y. (Co-Principal), Zhang, P. (Co-Principal), Brown, D., "Building Social Sustainability at UK and Beyond through Service-learning and Research: A Healing and Support Program for Asians and Asian-Americans from Racism during the Covid-19 Pandemic", Sustainability Challenge Grant, University, \$30,602.46).

Tang, T.W. (Principal), Lu, Y. (Co-Investigator), "Impact of Virtual Exercise on Psychological Responses and Willingness to Pay of Elderly Consumers", Ministry of Science and Technology, Taiwan., Other Government, \$50,000.00).

Zhao, C. (Principal), Tang, Y. (Co-Investigator), Lu, Y. (Co-Investigator), "Exploring Sustainable Development Strategies for Star Hotels in Guangxi Province, China", National Social

- Sciences Fund of China, Other Government, \$4,572.00).
- Lu, Y. (Co-Principal), "Design a Message that Promotes Healthy Sports for Consumers", Ministry of Science and Technology, Taiwan., Other Government, \$16,000.00).
- T. (Co-Principal), Lee, M.-Y. (Co-Principal), "Developing Meeting/Travel ROI for Retaining and Acquiring Attendees", Professional Convention and Meeting Association (PCMA) Education Foundation, Foundation, \$17,680.00).
- Lu, Y. (Principal), "Developing Meeting/Travel ROI for Retaining and Acquiring Attendees", Professional Convention and Meeting Association (PCMA) Education Foundation, Foundation, \$19,920.00).
- Lu, Y. (Co-Investigator), "Blueprint of Meeting, Incentives, Convention and Exhibition (MICE) Industry in Macau, China", The Government of Macau, Other Government, \$125,085.00).
- Lu, Y. (Co-Investigator), "Strategic Tourism Planning of Macau, China", The Government of Macau, Other Government, \$2,327,677.00).
- Lu, Y. (Co-Principal), "eLII Online Degree Program in Retailing and Tourism Management", The eLearning Innovation Initiative (eLII), University, \$133,188.00).
- Lu, Y. (Co-Investigator), "The Impacts of Destination Reconstructed Image on Tourist Spatial-temporal Behavior, Synergetic Dynamics and Interactive Evolution Following Emergencies: Empirical Study on the Disaster Areas of Wenchuan and Lushan", Hong Kong Polytechnic University, Other, \$50,000.00).
- Lu, Y. (Co-Investigator), "The Impacts of Heritage Image on Tourist Spatial-temporal Behavior, Synergetic Dynamics and Interactive Evolution Following Emergencies", National Natural Science Foundation of China (NSFC), Other Government, \$113,410.00).
- Lu, Y. (Principal), "Attendee Involvement, Event Loyalty and Place Attachment - Evidence from Kentucky Derby Festival", Research Activity Award, College, \$7,200.00).

SERVICE

Department Service

Collaborative program with Asia University, Taiwan, RTM, I initiated this program and prepared all the paperwork for administration to sign. In this program, RTM students and faculty have the opportunity to visit each other for teaching and research, taking classes, and doing internship. Three students from Asia University, Taiwan, were scheduled to come to UK campus in summer 2020.

Due to the pandemic, the program is on hold. (2019 - 2020).

RTM Faculty Exchange Program with Shanghai Normal University, China, RTM, I initiated and developed the program, in which RTM faculty teach for 3 weeks in Shanghai with many benefits provided by Shanghai Normal University, including airfare, accommodation and per diem. One RTM faculty participated in this program in June 2017. (2016 - 2020).

Sponsored Study Abroad and Hotel Internship Program with Shangri-la Hotel Group in China, RTM, I initiated and developed the China Internship Program for RTM Students. Through three-years preparation, including searching for hotel sponsors, numerous times of

back-and-forth negotiation with potential hotel collaborators, meetings with faculty and international office of the university, the first program started in summer 2016 and plans to continue each year. The program is sponsored by Shangri-la Hotel Group, one of the world's most luxury and upscale hotel companies. My service to this program also includes recruiting students through a variety of ways, meeting individual students who are interested, preparing support documents for students going to China, managing the program when it starts, and all other related issues.

The program started in 2016 and is planned every year.

Due to the tense relationship between U.S. and China, U.S. students no longer could get the 6-month internship visa to China. So the program is hold off. (2016 - 2018).

Contributed to RTM Online Master's Degree by developing two online classes, RTM, I developed HMT560 (Advanced Seminar in Lodging Industry) in Fall 2016 and HMT 570 (Event Planning & Coordination) in summer of 2017 for RTM online Master's degree. (2016 - 2017).

Organized and coordinated the Color Me Fashion Show 2016, Retailing and Tourism Management. (2016).

Faculty Search Committee, Retailing and Tourism Management. (2015).

Faculty Search Committee, Retailing and Tourism Management. (2012 - 2013).

Co-manager of department's social media

Social Media management, RTM, Managing and posting on department's social media platforms; Working with the academic coordinator of the department. (July 2022 - June 2023).

Committee Chair

Faculty Search Committee for HMT hire, Planning and organizing the faculty recruitment; Coordinating and working with the committee members in the search, interview and selection process; Reporting to the department chair about the search process; Committee's Accomplishments Recruiting an Assistant Professor (tenure track) in HMT. (August 2022 - April 2023).

Committee Member

Faculty Search Committee for MAT hire, Reviewing the applications, interviewing applicants and selecting the faculty candidate with the other committee members., Committee's Accomplishments Recruiting an Assistant Professor in MAT. (December 2021 - April 2022).

Faculty Advisor

Curiosity Fair, Planning, preparing and onsite implement the event, which was to promote RTM program to UK undergraduate students. (August 2021 - October 2021).

China Hotel Internship Program 2018, Promoted and recruited 8 students for the program 2018. However, the program was canceled in May just before students' departure due to students' visa issues. The issues were caused by the tense relationship between the U.S. and China. (August 2017 - July 2018).

Faculty Co-chair

RTM Advisory Board, RTM, Coordinated RTM Advisory Board meeting successfully in Fall 2019; Constantly provided suggestions on how to use Advisory Board. (August 2019 - June 2020).

College Service

Committee Member

Committee for Intercultural Awareness Day, CAFE, Planning the event of "Intercultural Awareness Day". (August 2020 - June 2021).

Initiator and developer of the program

Developing "2+2" program with Chinese universities, CAFE, Since the early of 2016, I have been helping the college to develop "2+2" program with universities in China. My service in this regard includes contacting potential universities in China, meeting with the universities who show interests, preparing for the materials requested by Chinese partners, and communicating with relevant offices and colleges at the University of Kentucky.

Due to the tense relationship between the U.S. and China, the program is hold off. (2016 - 2020).

Questionnaire development assistant

CAFE Diversity Survey, CAFE, Assisting department Chair revising the survey. (2019).

University Service

Committee Member

University Joint Committee on Honorary Degrees, University of Kentucky, Review application for UK's Honorary Degrees, Committee's Accomplishments The Committee is charged with the following responsibilities:

- A. Identify candidates for honorary degrees through a broadcast solicitation;
- B. Evaluate the qualifications of candidates and compile a list of recommended nominees; and,
- C. Transmit to the University Senate through the Office of the Senate Council Chair a list of those nominees for the award of an honorary degree endorsed by majority vote of the Committee. (July 1, 2022 - June 30, 2025).

Boren Interview Committee. (2015).

Reviewer

Education Abroad Scholarship Review Committee, University of Kentucky, Reviewing students application and provide evaluation comments. (May 2020 - November 2022).

Education Abroad Scholarship Selection Committee, University of Kentucky, I and other committee members were charged with reviewing 10-15 scholarship applications and allocating the scholarship funds to students based on their scores. (2015 - 2016).

Professional Service

Editor, Journal Editor

International Journal of Hospitality and Event Management, Editor-in-Chief, I am responsible for inviting editorial board members, promoting the journal and editing 9-18 manuscripts per year. The average acceptance rate of the journal is 66.15%., (2012 - Present).

Editorial Review Board Member

Event Management, Editorial Board, Attending board meetings; reviewing papers; and making decisions together with other board members., (July 2022 - Present).

International Journal of Tourism Anthropology, Editorial Board, Reviewing papers., (2012 - Present).

International Journal of Qualitative Research in Services, Editorial Board, Reviewing papers., (2013 - 2021).

Reviewer, Conference Paper

International Council on Hotel, Restaurant, and Institutional Education (ICHRIE), Conference paper reviewer, Reviewing papers for the conference., (June 2022 - July 2022).

The Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Research paper review committee, Reviewing papers for the conference, (2014 - 2021).

Travel and Tourism Research Association (TTRA) conference, Research paper review committee, (2017).

Reviewer, Journal Article

Journal of Hospitality and Tourism Research, Ad Hoc Reviewer, (July 2022 - Present).

Asia Pacific Journal of Tourism Research, Ad Hoc Reviewer, (2012 - Present).

International Journal of Contemporary Hospitality and Tourism Management, Ad Hoc Reviewer, (2012 - Present).

Journal of Travel & Tourism Marketing, Ad Hoc Reviewer, (2012 - Present).

Tourism Management, Ad Hoc Reviewer, (2012 - Present).

Public Service

Committee Member

Kentucky Campus Compact, Conference planning committee, I incorporated a community service project into my class of HMT330. My class and I planned the 1st conference of Kentucky Civic Life Institute which will be held on Nov. 15-16, 2017., (August 2017 - November 2017).

Kentucky Campus Compact, conference planning committee, I incorporated a service project into my class of HMT570. My class and I planned the first series of "What's' next Kentucky"

conversation events, a civic engagement project. This project gave students an opportunity to shed light on issues within the community., (January 2017 - April 2017).

Founder; group leader (unofficial)

Founder of UK Chinese Professor Society, I co-organized UK Chinese Professors to donate and acquire PPEs for UK healthcare workers when PPEs were in the urgent need in earlier 2020. This was reported on UKNow. I was interviewed by LEX18, a local TV station., (2017 - Present).

Program Organizer

AAPI Art Contest, Planning and implementing the event., Committee's Accomplishments: With COVID affecting every population around the globe, we unfortunately saw and experienced a severe spike in Anti-Asian rhetoric, harassment, and violence in the U.S. Lexington was no exception. Out of the pain that many of our colleagues suffered came a feeling of empowerment to overcome difficulties and a renewed sense of pride and joy in our Asian-American/Asian heritage.

After getting the fund from four colleges for awarding art winners, we started collecting arts from UK AAPI employees in May, 2022. The winners were announced at the end of June.

The event was very successful. We received a total of 37 pieces of art with a variety of forms, including *poems, dances, sculptures, drawings, paintings, essays, photos*, etc., (August 2021 - May 2023).

Stop Asian Hate Rally on UK campus, I initiated and organized the Stop Asian Hate rally on UK campus with the other faculty across the campus. The Rally was on 3/24/2021., Committee's Accomplishments: This event was a strong showcase of our solidarity as a community. Nearly 400 students, faculty, and staff gathered to condemn the rise in crimes against Asians and Asian Americans.

Provost, Associate Provost of Internationalization,
Deans from several colleges, and department heads from several units attended the ENTIRE event.

The event was reported by different broadcasting media, including Lexington Herald Leader, WKYT, LEX18, ABC 36 News - WTVQ, Fox-lexington, WUKY, etc.
, (March 2021 - March 24, 2021).